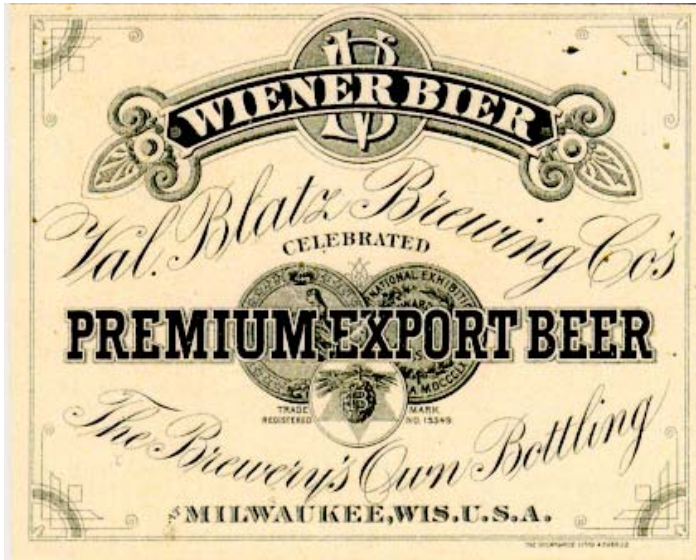


# **Appendix C**

## **Blatz Brewing Company Labels**

During the processing of the Blatz Brewing Company records several labels were found. These labels, in effect, were used as we would use "Post-it" notes. The labels contained detailed messages on the back of them about business, accounting, or production information. This appendix contains examples of all the labels found with the collection. They are divided into three broad categories: Milwaukee brands, temperance labels, and products made by non-Milwaukee branches.

## Milwaukee Brand Labels



Wiener Bier  
ca. 1889

Printed by the Milwaukee  
Litho. & Engr. Co,  
Milwaukee, WI

Probably the oldest label  
found in the collection.

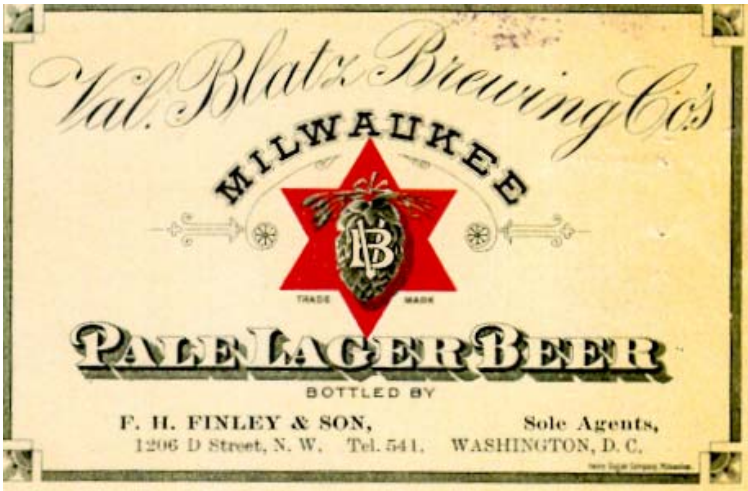


Wiener Beer  
ca. 1897

Private Stock  
1898

Printed by Henry  
Guglar Company,  
Milwaukee, WI





Pale Lager  
1900

Printed by Henry  
Guglar Company,  
Milwaukee, WI

Milwaukee Beer  
1916

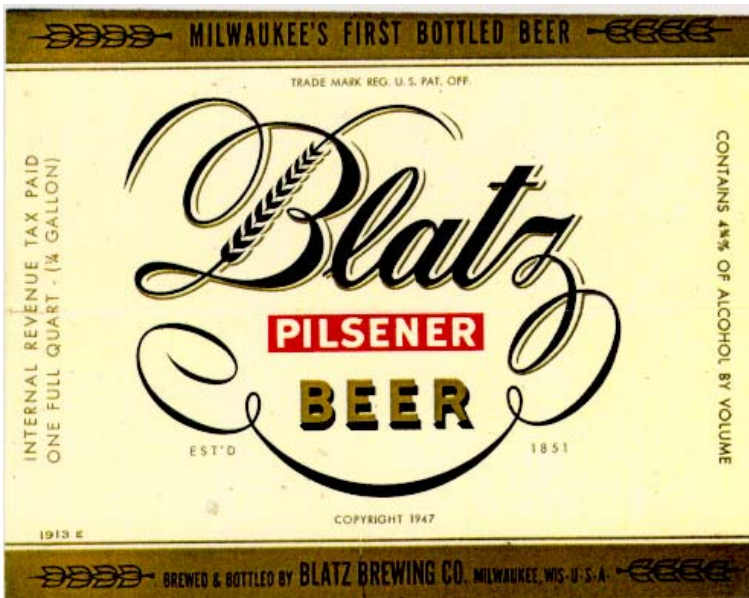
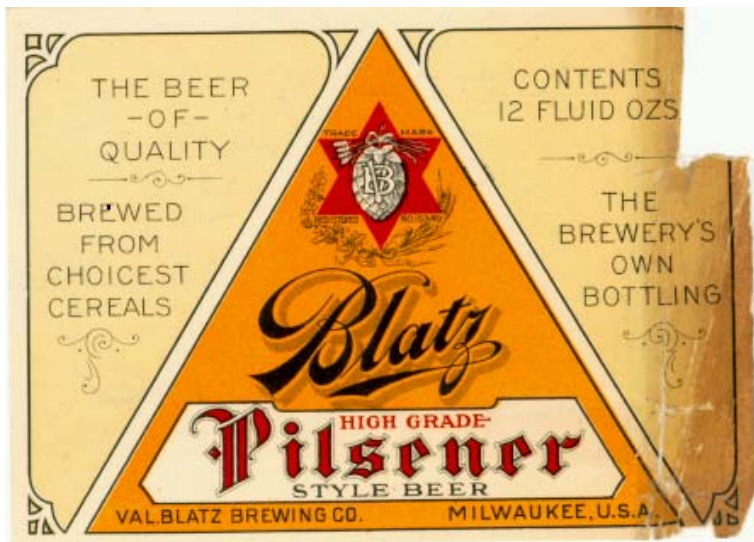


Standard Beer  
1916

Printed by Imperial Litho.  
Co., Milwaukee, WI



Pilsener  
1922



Pilsener II  
ca. 1947

## Temperance Labels

As the temperance movement progressed Blatz began to produce more low-alcohol and non-alcoholic products. The label from the All-Hail brand lists the alcohol content as "less than 2%," but the Brewette label lists an alcohol content of "2 of 1%." The labels also promote the health benefits of temperance beer consumption.



All-Hail  
ca. 1896



For-U  
ca. 1906

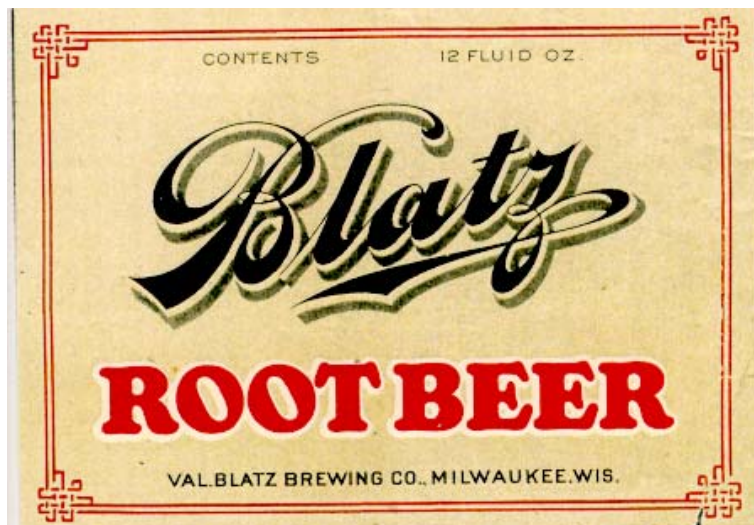
Printed by the Gugler  
Litho. Co., Milwaukee, WI



Brewette  
ca. 1916

Printed by the Gugler  
Litho. Co., Milwaukee, WI

Root Beer  
1925



## Branch Labels

Other Blatz branches were given the freedom to design their own labels.



Val. Blatz  
Norway, MI  
undated

Printed by the Imperial  
Litho. Co., Milwaukee, WI

Case Label

Milwaukee Beer  
Denver, CO  
1931

